



Filming, Photography and Social Media Policy

The Filming and Photography Policy helps guide the organisation/club members on taking and using appropriate images.

This guidance is not about preventing parents/ guardians and supporters from taking pictures, but rather to ensure that only those who have a right to take photographs do so.

This guidance is designed to promote safeguards for any photographic or filming/video activity to minimise the risk of inappropriate taking and use of images.

Definitions:

Event: may include competition, social function or any activity organised by LOS

Image: refers to all photographic and film/video footage.

Responsible person: may include the children's Officer, event manager, event controller or facility manager at an event.

Young people: refers to all people U18/vulnerable adult; whilst this guidance is designed to minimise risk to U18's this guidance should be used to minimise risks for all players of any age.

Permission to take images

Permission is sought by the sports organisation/club to ensure that young people and parents/carers are aware of when and how their images may be used. Permission can be obtained through:

- Individual permission where permission is sought for a single or specific event and has not been sought generally through membership/competition entry/other contract means.
- General permission granted through completion of membership/competition entry/other contract where permission is included as part of the form.

For third party photographers.

For any other person wishing to use photographic devices at events they must first get permission from LOS. Each person will be required to produce photographic identification as proof of identity. Photographers, film/videographers must ensure that images are not taken in such environments considered inappropriate irrespective of any permission sought. In certain cases it may be an offence to take such images. Taking images using any type of equipment is banned in an area where people are changing or would normally expect their privacy to be recognised.

Examples of such areas would include:

- Changing rooms.
- Open changing areas such as 'villages'
- Individual changing/private cubicles provided for personal use.
- Toilets.
- Medical/Physio treatment rooms.

Types of appropriate images

Only appropriate images of children should be used, for example:

- Posed images such as during trophy ceremonies, presentations or team shots where young people must be wearing t-shirt and shorts/tracksuits.
- Action shots of young people where the focus is on the participation in the sport, not the player. Images of children should not be taken where the pose is inappropriate e.g. open legs, bending over from behind, etc

Safe use of images

Images can be taken for a variety of purposes, including for administration or personal use, publicising the sport or aiding skill development. Anyone taking images should be aware of action poses that may be inappropriate; these are not suitable for use/publication.

Types of images and appropriate use:

- Personal images – images taken by parents/ guardians or other family members during an event as a celebration of a young person's attendance or achievement. This includes the use of a professional photographer, with permission, taking images for the personal use of those attending. Other people may be included in an image, and we expect parents/guardians and other family members to respect this by not distributing images publicly.
- Media images – these are images taken by an individual from the media, i.e. TV, newspaper, social media or professional photographer where the images are to be used for publicity or promotion of the event or future events.

Use of images on social media

Where images of young people are used on social media the person responsible for posting an image must be aware of the potential for an image to be used inappropriately. The following safeguards must be in place to protect young people:

- Personal details of a young person should not be included.
- Captions should be in keeping with the sport represented.
- The posting and any purpose should not breach the codes of conduct.
- The type of image should not breach guidance in this policy.

Taking inappropriate images

If there is any concern about the nature of any image taken this should be reported to the responsible person (in the club or event/activity) who will refer to the statutory authorities. The concerned individual may also report their concern directly to the statutory authorities. The contact details for the statutory authority can be found in the sports clubs/ organisations Safeguarding Policies and Procedures.

Non-authorized taking of images

If you are concerned about an individual taking images at an event this should be verbally reported to the relevant responsible person. It may be necessary to report the nonauthorized taking of images to the appropriate statutory authorities. Where the event is open to the public The responsible person will identify the person and they should be asked to leave if they fail to produce identification.

Inappropriate use of images

Where there is a concern about the use of images this should be reported to the responsible person who will take appropriate action. This will include reporting the alleged use to:

- The parent/carer of any young person involved.
- The person responsible for posting the image.
- The media platform i.e. twitter, Facebook, WhatsApp, Instagram, print media etc.
- The statutory authorities.

Inappropriate use of images is a breach of this guidance and the code of conduct and may result in a complaint/ disciplinary procedure against those involved. Where there is a concern about the publication of an image in local or national newspapers you should contact the individual newspaper or the Press Council of Ireland and the Office of the Press Ombudsman – website [http://www. presscouncil.ie/](http://www.presscouncil.ie/)

Social Media:

In all their contacts and communications with the members of their organisation/group, leaders must be seen to be open and transparent. This is the case whether communications are by traditional means or by electronic means. NB: Leaders must not communicate with

children or young people via leader's personal social networking profiles, email accounts, or chat rooms.

Storage of Images

Storage includes any image stored as a hard copy and/or electronically as a soft copy. This includes images on social media, photographic archives, individual personal databases e.g. personal cameras, phones, etc.

How personal images are stored is the responsibility of parents/guardians with their child/young person. All other images should only be stored for defined and intended purposes e.g. membership, promotion, and/or archiving.

- If storage of images is required the images must only be stored for the length of time for which they are needed
- If possible, avoid using the names of children, or any other identifying feature

Once images are no longer required they must be properly destroyed. Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory and/or temporary files.